

Clark County
Quit Line Data Summary
July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 509	N = 10,345
Percent of Statewide Calls	6.0%	100.0%
Percent of State Population in County¹	5.9%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 503	N = 8,891
Female	62.8%	61.8%
Male	37.2%	38.2%
Race/Ethnicity	N = 485	N = 8,013
People of Color	13.0%	15.6%
White	87.0%	84.4%
Age	N = 506	N = 8,649
Less than 18 years old	1.6%	1.3%
18 - 24 years old	20.0%	19.4%
25 - 34 years old	26.3%	26.5%
35 - 44 years old	22.9%	20.8%
45 years and older	29.2%	32.0%
Education	N = 491	N = 8,130
Did not graduate high school	23.0%	19.0%
High school graduate	36.7%	37.4%
Some college/vocational school	33.0%	32.3%
College graduate	7.3%	11.2%
Caller Type	N = 509	N = 9,433
General Information	1.0%	6.8%
Health care provider	0.2%	2.2%
Tobacco user	98.8%	91.0%
Payer Type	N = 464	N = 7,657
Insured	31.7%	36.8%
Uninsured	39.9%	37.2%
Medicaid	28.4%	26.0%
Heard About	N = 428	N = 7,244
Past caller ²	7.7%	7.1%
Employer/worksites	1.9%	2.2%
Health care provider	22.0%	25.0%
Television	4.9%	6.6%
Outdoor advertisement (billboard/bus/wall)	2.3%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.1%
Radio	0.9%	4.2%
Newspaper/Magazine	0.9%	1.2%
Brochure/Newsletter	6.8%	7.7%
Family or friend	45.8%	36.5%
Health Department	5.6%	5.6%
School	1.2%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.